

Cairo, Egypt, 8 November, 2018 – World Antibiotics Awareness Week will be celebrated in the Eastern Mediterranean from 12 to 18 November 2018, with campaign messaging focusing on the misuse of antibiotics, which puts everyone at risk, and the need to seek medical advice before taking antibiotics. The campaign aims to target the general public, health professionals, governments, and the food, animal and agricultural sectors to raise awareness of the problem of antibiotic resistance and highlight the importance of the responsible use of antibiotics.

World Antibiotics Awareness Week will begin with a press event at the WHO Regional Office for the Eastern Mediterranean, at which the WHO Director for Communicable Diseases, on behalf of Dr Ahmed Al-Mandhari, WHO's Regional Director, will highlight the importance of the correct use of antibiotics and adoption of best practices among the public, policy-makers, and health and agriculture professionals. High levels of antibiotic resistance in all parts of the world are compromising the treatment of infectious diseases and undermining advances in health and medicine, in addition to significantly adding to the costs of health care.

Experts will discuss the current status of antimicrobial resistance in the Region and its impact on the health sector. Representatives of the Food and Agriculture Organization of the United Nations will provide updates on antibiotic resistance in the animal and agricultural sectors and highlight the importance of countries adopting a 'One Health' approach, in which multiple sectors communicate and work together to achieve better public health outcomes. The health of humans, animals and the environment are interconnected and combating antibiotic resistance is one area for which a multisectoral approach is particularly effective as it enhances and synergizes the response of actors in addressing potential or existing risks that originate at the animal-human-ecosystem interface, including antibiotic use and misuse.

During the event, the names of the winners of the WHO best media coverage of antimicrobial resistance-related issues will be announced, in addition to the winners of the smart phone video competition to promote behavioural change.

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Saturday 17th of May 2025 04:31:31 PM